

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, April 10, 2024

Present

Casey Durdines, Amy Hopkins, Liz Menhart, Christy Orndorff, Kevin Paul, Deneen Rhodes, Bethany Tanner, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Shane Cole, Courtney Hursey, Heidi Jamison, Sandy Throckmorton, and Sandy Wilson.

Quorum Present? Yes

CALL TO ORDER:

1. Casey Durdines called the meeting to order at 3:35pm.
2. Blair Zimmerman made the motion and Kevin Paul seconded to approve the March 13, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of March 29, 2024 were: Hotel/Motel Tax at \$414,832.37 and TPA Fundraising at \$36,905.79.

ACCOUNTS PAYABLE

1. Deneen Rhodes made the motion and Bethany Tanner seconded to approve the April 10, 2024 Disbursement Request (Attachment 1) totaling \$18,646.46. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared National Travel and Tourism Week was moved to May 19-25, 2024 with the message "Travel: Powering the economy. Connecting America." Welcome Centers are inviting us to set up booths during that week which at this time, we are unable to commit.
2. Rivers of Steel invited us to the Hammer-In Blacksmith Festival on Saturday, April 20th with a ceremony at noon. August Carlino, CEO, will be retiring in March 2025 and this is his last Hammer-In.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. The March 2024 Advertising featured digital reach through VisitGreene platforms which includes 5,418 users on the website, 42,753 users on Facebook, and 878 users on Instagram. Facebook content interactions is up 72.9% from February.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for February 2024 was 51.3%, average daily room rate was \$94.01, the revenue per available room was \$48.26, and the number of rooms sold were 5,462.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in March 2024 with represented 457.9K visits from 146K visitors. The top zip codes were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Fredericktown, PA; Smithfield, PA; Fairmont, WV; and Brownsville, PA. Attendance for events is showing 25% to 35% lower than 2022 numbers.
2. The 2022 Economic Impact of Travel and Tourism in Pennsylvania report was released by the State and Greene County directly generated \$77.7 million in Visitor Spending and directly employed 526 jobs. Total impact includes \$81.8 million in Visitor Spending and 849 jobs. Greene County ranks 59th out 67 counties for Visitor Spending.

Partnership

1. Nothing to report at this time.

America250PA

1. Amy Hopkins discussed various options such as a food drive and women's' bag drive to do for a volunteer project.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Discussion was held on contributing to the Greene County Chamber of Commerce's gift card fundraising request and the unavailability of using our past merchandise. No action was taken.

PUBLIC COMMENT

1. No comments.

ADJOURNMENT

1. The meeting adjourned at 4:14pm by a motion from Amy Hopkins. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, May 8 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2024 – Q2

Wednesday, April 10, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
03/17/2024	18	Silvertongue Ink	Content Articles (4 qty)	HM	400.00
03/21/2024	04	Visit Mountaineer Country CVB	Moto GP Reception	FR	1,996.44
03/27/2024	14479	New South Media, Inc.	WV Living (Spring 2024) - Full Page Ad	HM	1,750.00
03/27/2024	SHRPA- 0323	Shrpa	Weekender + Lodging	HM	6,250.00
03/31/2024	2430	County of Greene General Fund	March Copier & Color Copies	HM	266.85
03/31/2024	2428	County of Greene General Fund	March Payroll	HM	3,611.84
03/31/2024	2429	County of Greene General Fund	March Cell Phone	HM	42.52
03/31/2024	24030006	WANB Radio	March Tourism Radio (WANB-13 spots)	HM	260.00
03/31/2024	24030018	WKVE Radio	March Tourism Radio (WKVE-16 spots)	HM	320.00
03/31/2024	AMEX- March	County of Greene General Fund	American Express (March 2024)	HM	1,128.39
04/01/2024	INV10- 033188	CTM Media Group Inc.	Ohio Distribution (April 2024)	HM	620.42
04/01/2024	96055	Miles Media Group, LLLP	VisitPA.com: Online Lead Generation	HM	2,000.00
Total					\$18,646.46

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account